



Amazon Underground User Experience

November 2015

Confidential and Proprietary

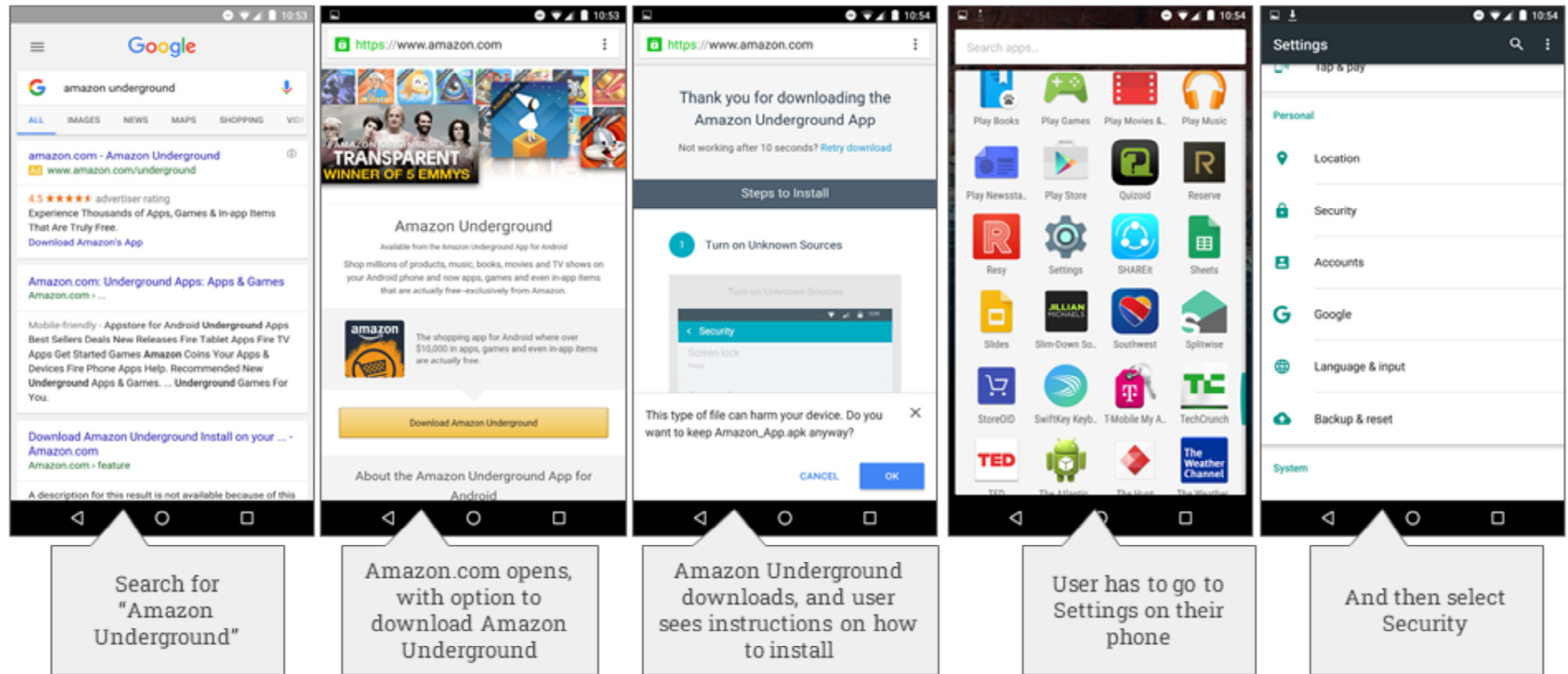
EXHIBIT 5718.R

HIGHLY CONFIDENTIAL- ATTORNEYS' EYES ONLY

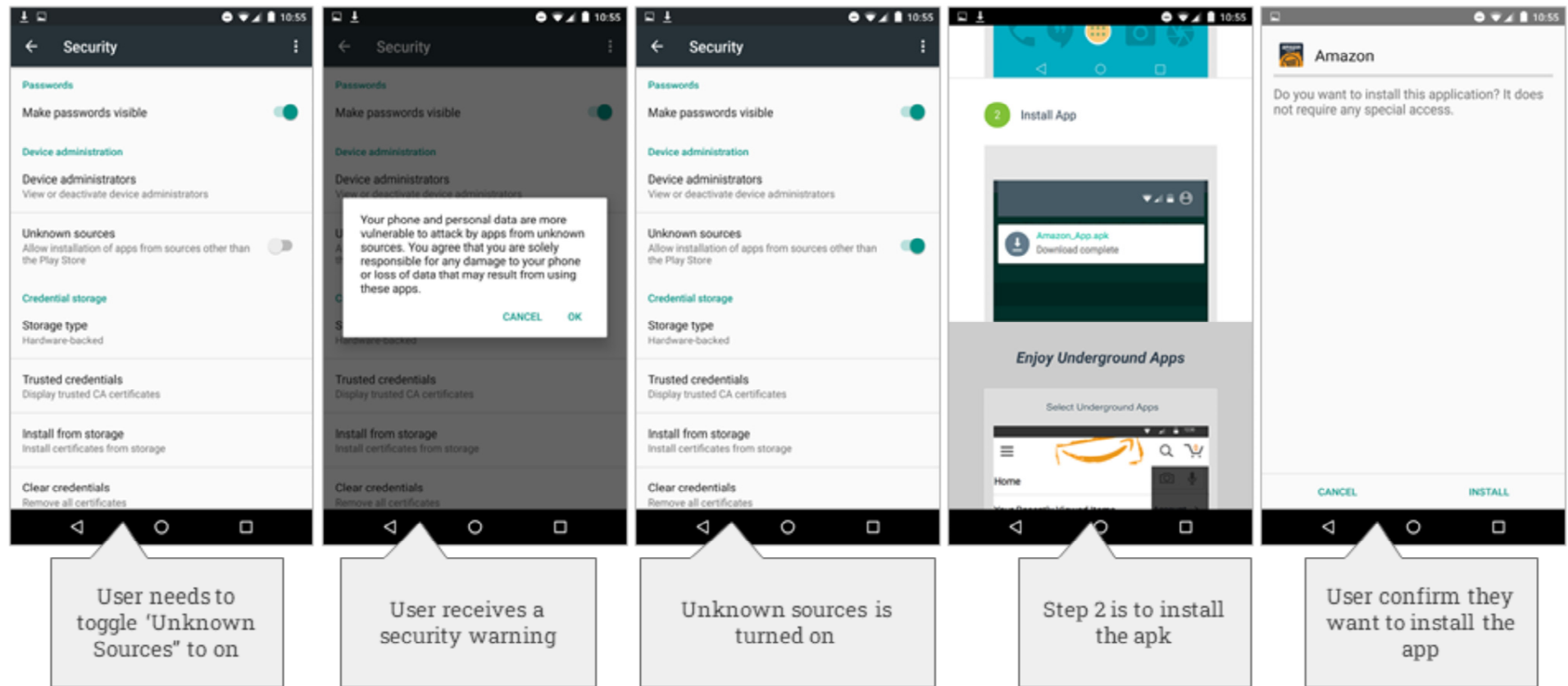
GOOG-PLAY-000575018.R
EXHIBIT 5718.R-001

Installing the Amazon Underground App

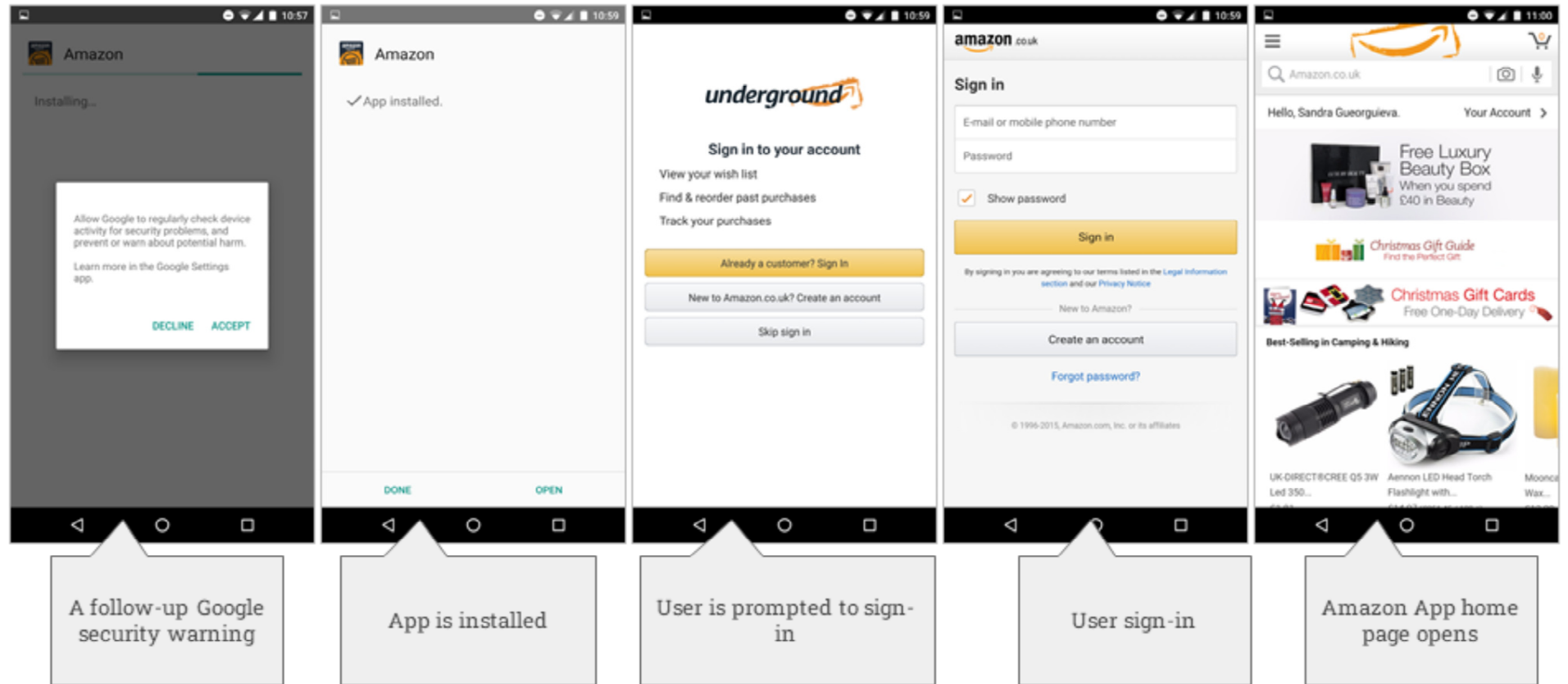
Installing the App from an Android phone:



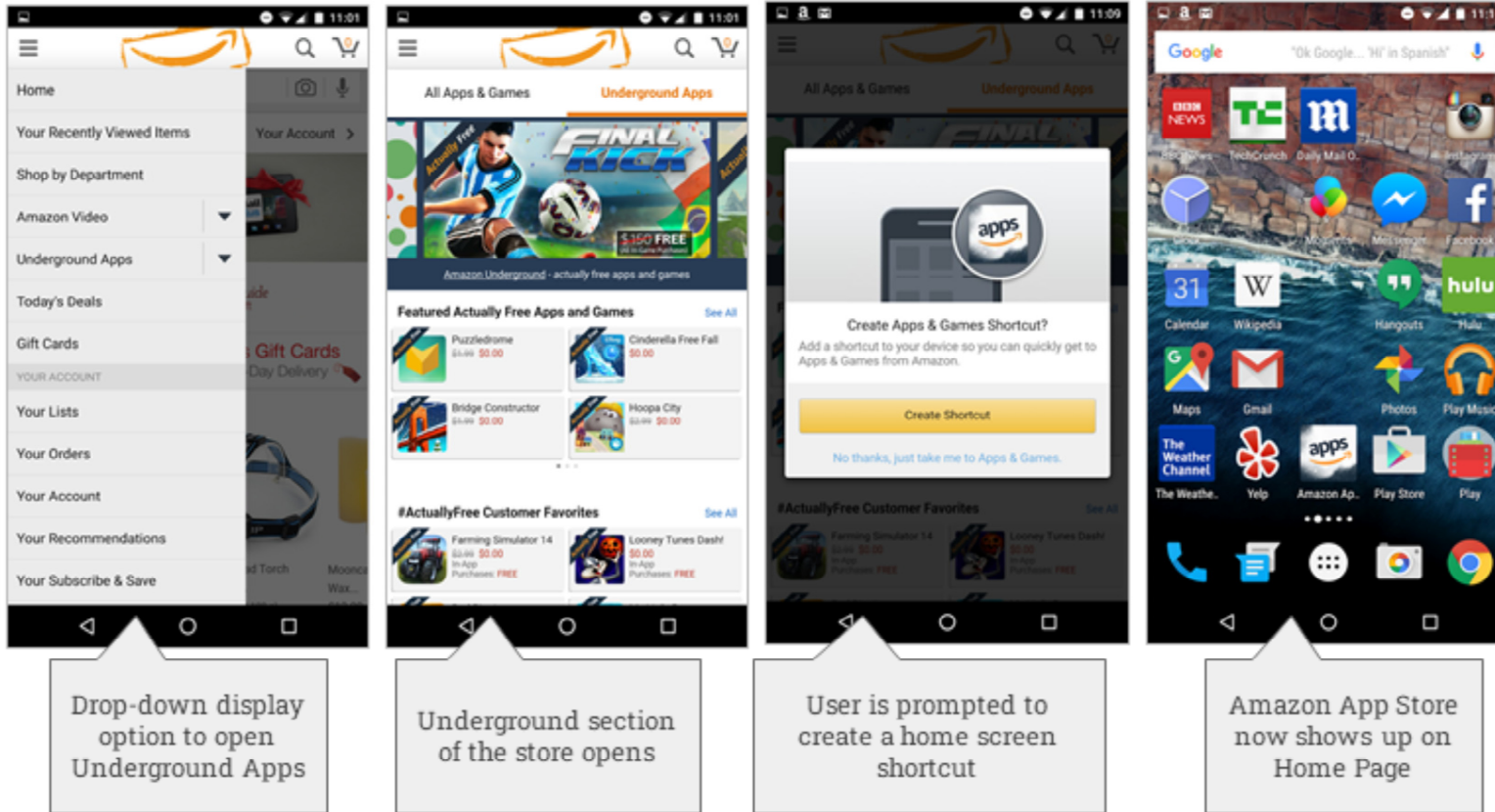
Installing the App from an Android phone:



Installing the App from an Android phone:



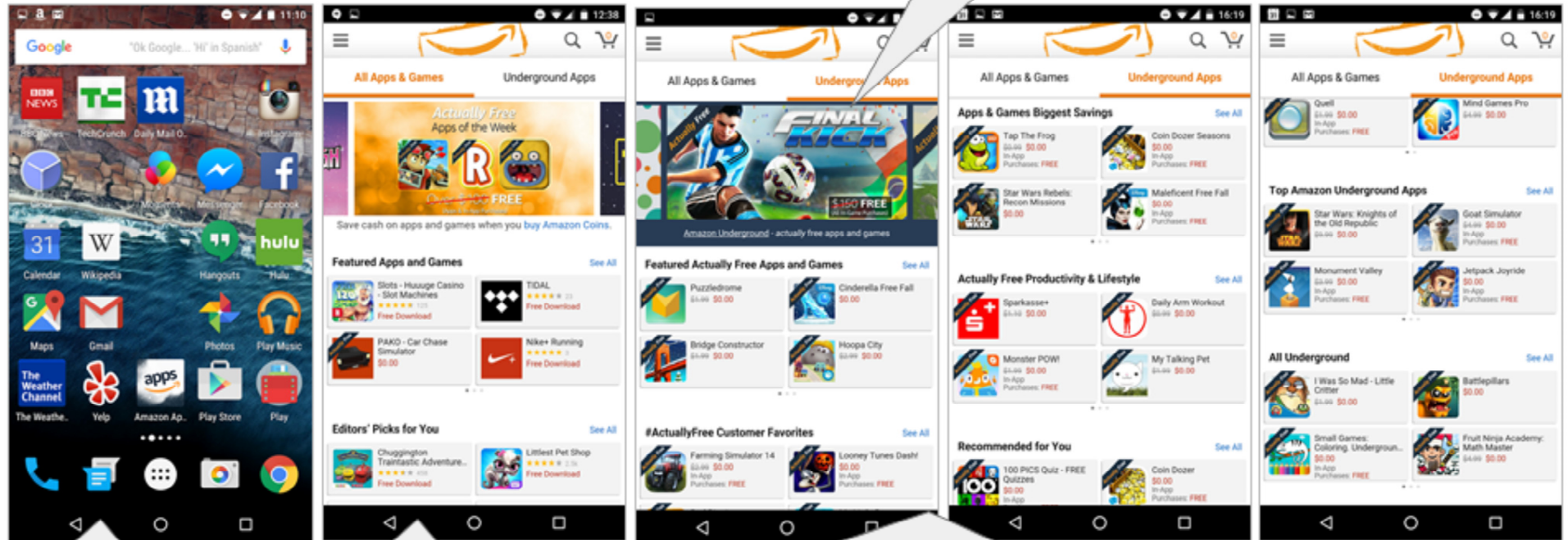
Installing the App from an Android phone:



The Amazon Underground App Home Page Experience

The Underground Apps Home Experience:

User can scroll through
Highlights row - 10
featured titles



Amazon App Store Shortcut

Apps & Games Home Page

Underground Home Page Clusters: Featured Actually Free Apps and Games; Actually Free Customer Favorites; Apps and Games Biggest Savings; Actually Free Productivity & Lifestyle; Recommended for You, Top Amazon Underground Apps; All Underground

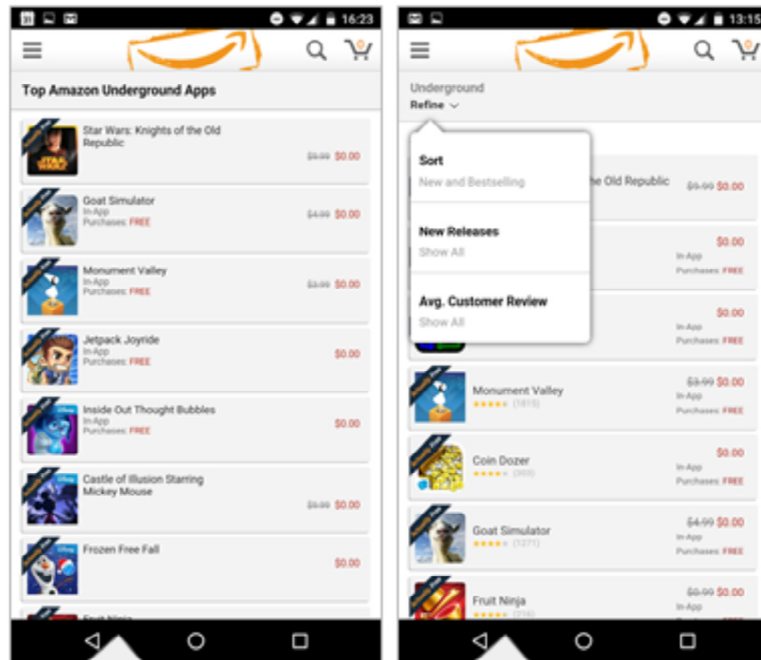
For each cluster you can see 4 titles, and can scroll across 2 times, displaying a total of 12 titles per cluster

Underground Apps Clusters:

The image displays five screenshots of the Amazon App Store interface, each showing a different category of apps. Below each screenshot is a callout box summarizing the number of titles listed in that category.

Category	Number of Titles Listed
Featured Actually Free Apps and Games	20 titles listed
#ActuallyFree Customer Favorites	30 titles listed
Apps & Games Biggest Savings	36 titles listed
Actually Free Productivity & Lifestyle	38 titles featured
Recommended for You	10 titles listed

Underground Apps Clusters:



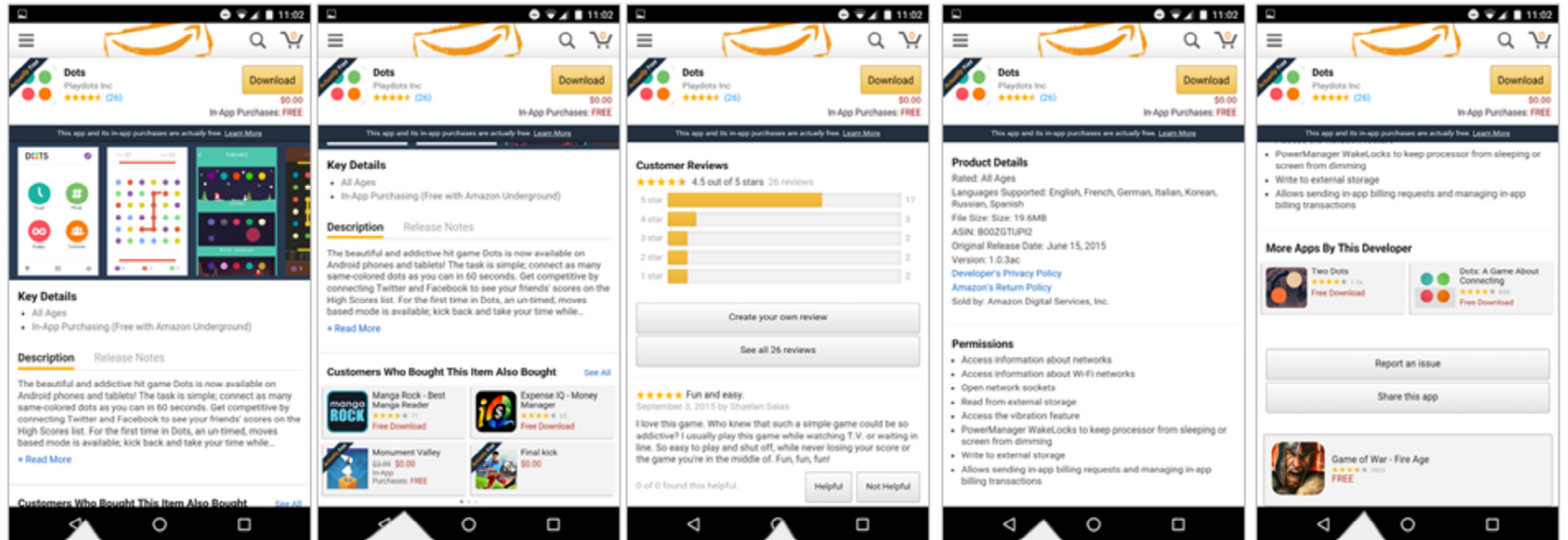
Top Amazon
Underground Apps: ~100
titles listed

All Underground: Can
sort by new releases,
average customer
reviews, and bestselling

- No categories
- Clusters do not seem dynamic

The App Detail Page Experience

App Detail Page:



App Detail Page includes a scrollable highlights row, Key Details, Description

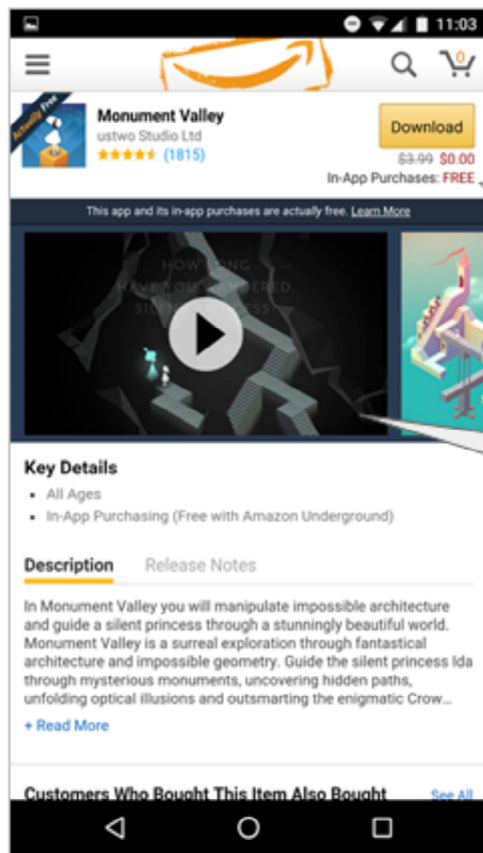
"Customers Who Bought This Item Also Bought" displaying 4 titles, with option to scroll left twice, displaying 12 titles total. "See More" opens a large list of titles.

Customer Reviews, with 3 customer reviews displayed

Product Details, Permissions

More Apps By This Developer, displaying 4 titles, with option to scroll left twice, displaying 12 titles total.

App Detail Page:



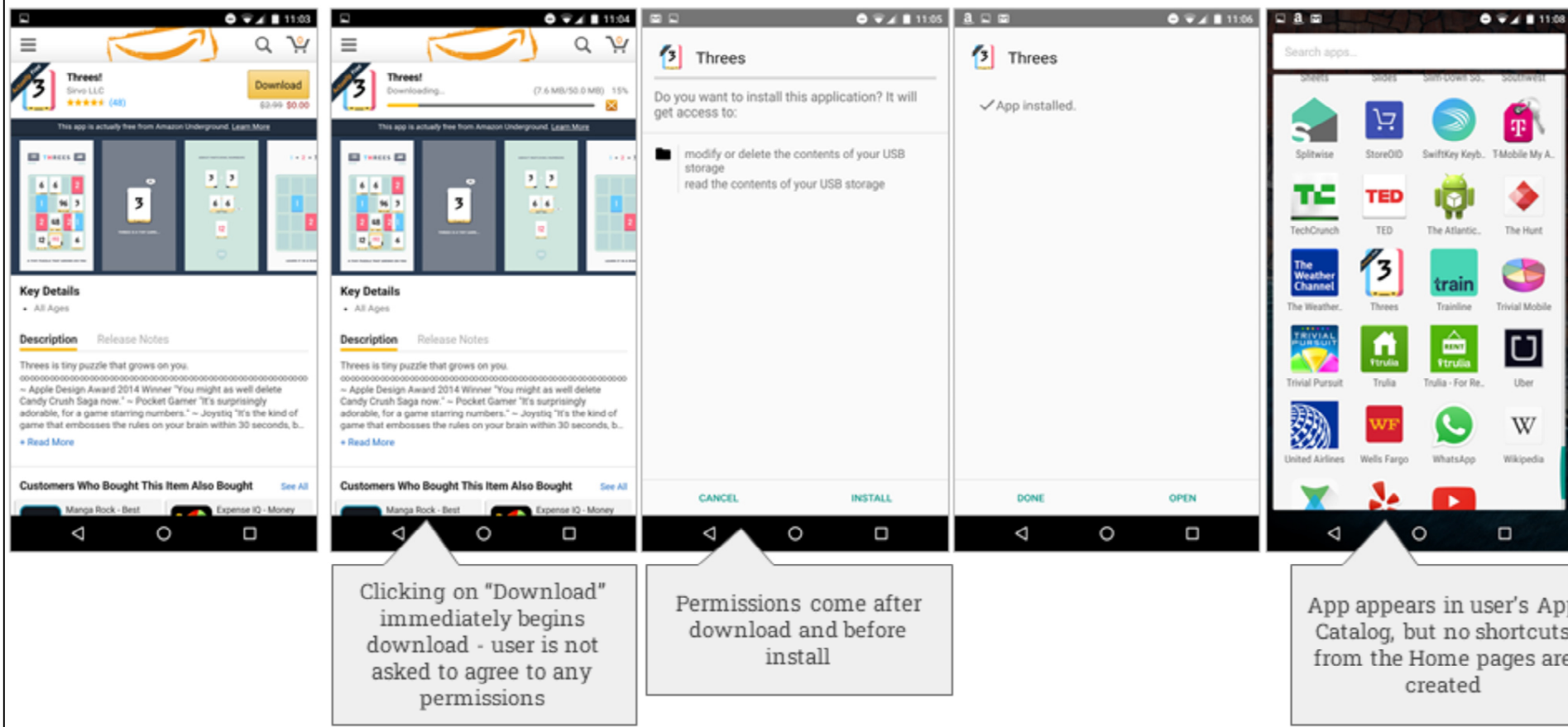
For apps which are traditionally paid, the original price is displayed and then crossed out.

There is however no break out of IAPs and what the user is saving there.

Developer video embedded in highlights row

Installing An App

Installing An App:



App Install Receipt:


amazon [Kindle eBooks](#) | [Your Account](#) | [Amazon.com](#)

Order Confirmation
Order #001-4399636-8664019

Hello Sandra Gueorguieva,
Thank you for shopping with us. Amazon Appstore lets you instantly download games and mobile apps to your device. You can manage your apps and devices connected to your account from [Your Apps and Devices](#).

Manage your apps and connected devices in:
[Your Apps and Devices](#)

Order Details
Order #001-4399636-8664019
Placed on Thursday, December 10, 2015




	Threes! Amazon Appstore Sold by Amazon Digital Services, Inc. Review this item	\$0.00
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Item Subtotal:	\$0.00
Promotions:	-\$0.00
Total Before Tax:	\$0.00
Tax Collected:	\$0.00
Grand Total:	\$0.00

Learn more about Amazon Appstore in [Help](#).

We hope to see you again soon!
Amazon.com

Customers Who Bought Threes! Also Bought

		
Threes! \$1.99	Road Herring \$0.00	7 Little Words \$0.00

You can view your receipt or invoice by visiting the [Order details](#) page.
This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message.

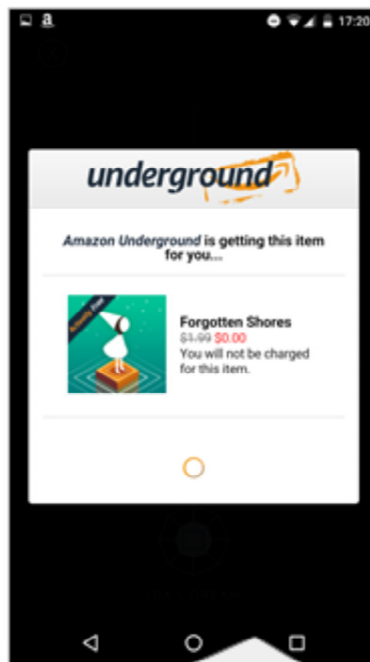
User is emailed app acquisition receipt, with up-sell suggestions to similar apps at the bottom

Making an In-App Purchase

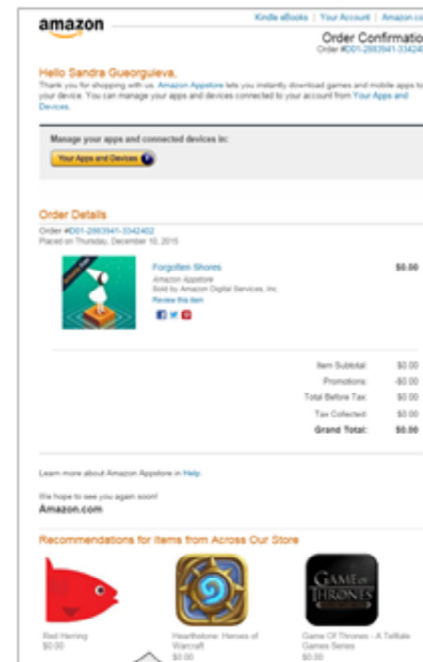
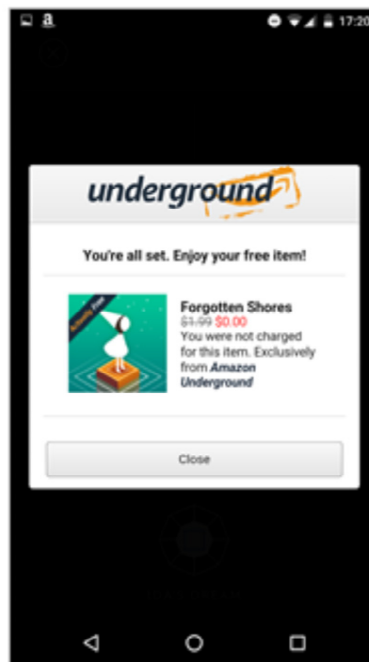
Making an IAP:



When you first open an app with IAP, user receives a notifications that everything in the app will be free



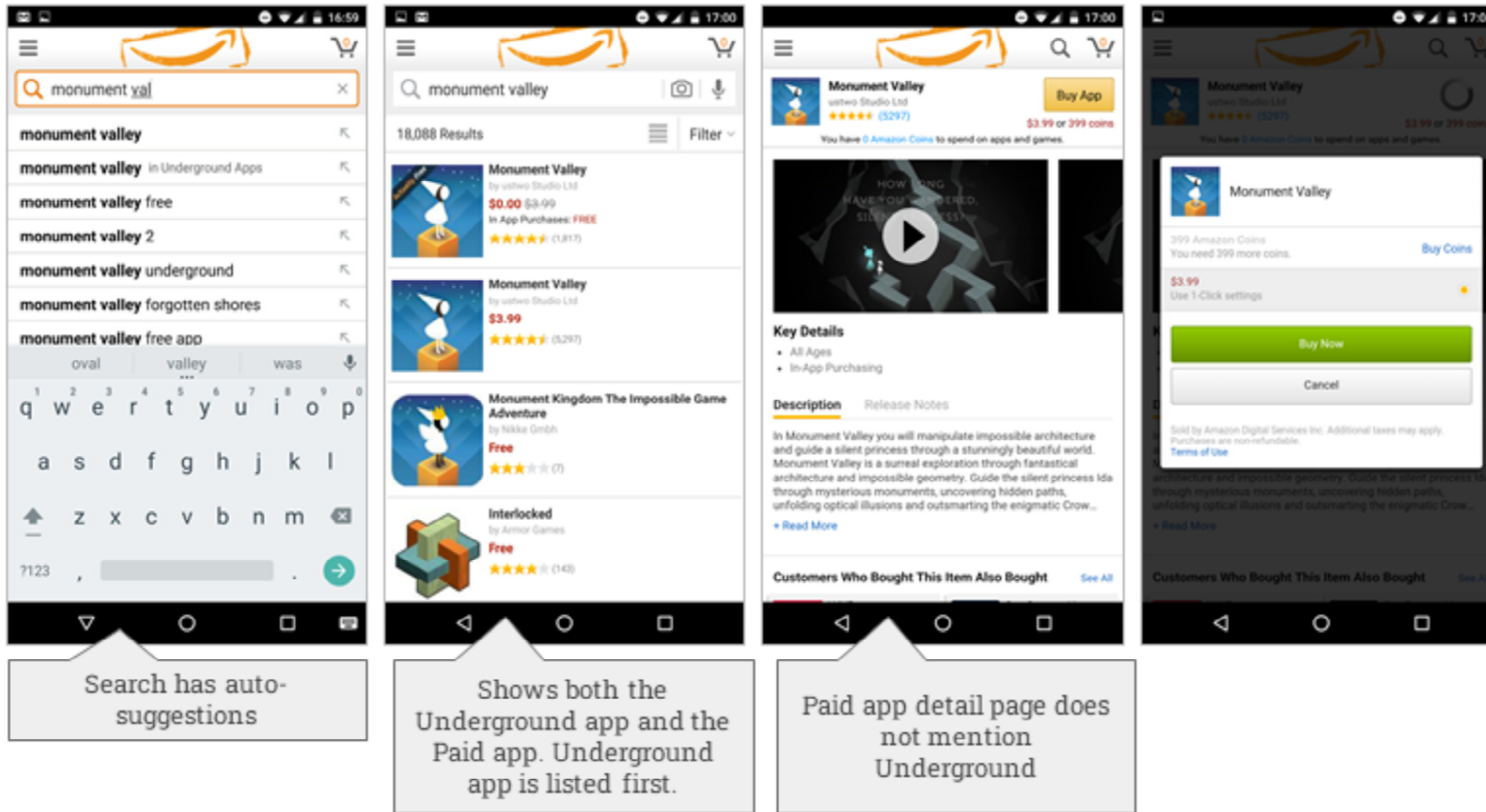
User selects an IAP as normal, and is told that Amazon Underground is getting the item and that they will not be charged. Original price of IAP displayed



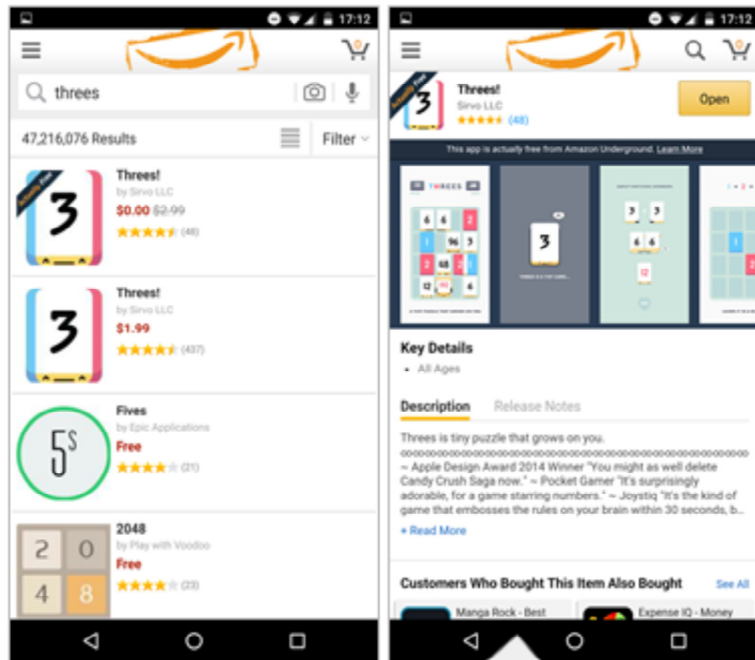
User receives email confirmation of purchase

Searching for An App

Searching for a New App:



Searching for an Already Owned App:



Once in the detail page,
recognises user already
owns the app